

The Growth Innovation

Strategy Canvas

A growth innovation strategy can be as complex and sophisticated as you like—but you should be able to distill it down to a single page's worth of content. By following the steps in Wellspring's *How to Craft a Growth Innovation Strategy*, you can create a version of your strategy that's lightweight enough to give other business leaders the broad strokes of your strategy. (It also makes it easy to commit to memory or use as a reference when summarizing to other stakeholders.)

Guide to canvas fields

Strategist(s):	The names of the people who crafted this strategy
Current as of	The date that the strategy was last updated
Pertaining to	The innovation department, domain, business unit, etc. that the strategy concerns
Enterprise objectives	The target revenue and/or growth rates for the enterprise (these may be either officially stated objectives or extrapolated from historical trends and anticipated future events)
Revenue streams	The innovation-related sources of revenue expected to contribute to enterprise objectives
Innovation projects	The innovation activities expected to enable revenue streams to meet enterprise objectives
Growth innovation targets	The revenue goals and progress milestones innovation projects need to meet in order to enable enterprise objectives
Priority investments	The key areas to which the enterprise needs to allocate resources in order to enable innovation stakeholders to hit growth innovation targets

Growth Innovation Strategy

Strategist(s): _____

Current as of: _____

Pertaining to: _____

	Year 1	Year 2	Year 3	Year 4	Year 5
Enterprise objectives					
Revenue Streams					
Innovation projects					
Growth innovation targets					
Priority Investments					